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Obradovich et al.

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(54) **TECHNIQUE FOR EFFECTIVE ORGANIZATION AND COMMUNICATION OF INFORMATION**

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See application file for complete search history.

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(57) **ABSTRACT**

In a communication arrangement in accordance with the invention, a server is employed to collect and organize information for mobile device users according to the user profiles, e.g., personal profile, business profile, vacation profile, etc., which reflect different user personae. Moreover, with the server, incoming messages for the user are organized and stored according to the source of the messages and the user criteria established in the user profiles. Further, information in a mobile device may be organized using electronic information cards, referred to as "E-cards," which facilitate, among others, transfer of information from the mobile device to the server, or other mobile devices to conduct various commercial and data transactions.

76 Claims, 20 Drawing Sheets

